

AT&T Promotional Card Order Form

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Please Fax Order Form to Tom Alesio at 310-456-2512

Date: September 18, 1995



AT&T Contact: Tom Alesio	ATTMail ID: !talesio	Phone No: 310-456-9916	Fax No: 310-456-2512
Company Name: Philip Morris c/o GMR Marketing	Company Address: 16535 West Bluemound Road Suite 230 Brookfield, WI 53005		
Primary Contact: Caroline Petty Yvette Robinson	Title/Position: _____ Manager, Events Group	Phone No: 414-786-5600	Fax No: 414-786-0697

Marketing Overview of Promotion using AT&T Promotional Enhanced Service:
Promo give-away to VIP consumer participating in local event and survey.

Date Cards and Collateral are to be delivered (at least six weeks from when artwork is provided): 10/20/95

Name of Card or Program (can not use "pre-paid"): "Parliamentary Zone - MIAMI"
"Parliment Party

Company Customer Service 800 #:

(This is needed for Prepaid Customer Service Reps when program is in marketplace.)

Welcome Announcement (suggest 5 to 10 seconds): DAT tape will be provided.

Promotional Announcement (suggest 10 to 20 seconds): DAT tape will be provided.

Please Circle One for each of the following

Production Type: Cards or PIN's Only

Denomination Type: Minutes or Units

Expiration Date on Card: 12/31/96?

→ not correct - we'll know
 by this Friday - will
 either be 11/21/95 OR
12/1/95.

2041962349

Order Information

A	B	C	D	E	F
Denomination(s) (Minutes or Units)	Order Quantity	Total Minutes	Price/Minute	Price/Package*	Total Price per Card
10 Minutes	3,000	30,000	\$.175	\$.68	\$ 1.43
				Total For Cards	\$ 7,290.00
				Setup Fee	\$ 0.00
				Custom Card Fee	\$ 250.00
				TOTAL ORDER	\$ 7,540.00

* Loose cards

77
 want cellophane
 wrap for us.

Shipping Information for Cards/Carriers/Collateral

Shipment will be made 6 Weeks from the Receipt of Completed Form and Artwork

Quantity:	3,000
Company Name:	Philip Morris, c/o GMR Marketing
Contact Person:	Caroline Petty
Street:	16535 West Bluemound Road Suite 230
City, State, Zip:	Brookfield, WI 53005
Phone No.:	414-786-5600
Fax No.:	414-786-0697

 See Attachment for additional locations

Special Shipping Instructions: _____

Please Circle One for each of the following:

Languages:

English

Bilingual

Languages for Bilingual: _____

Card Capabilities:

Domestic Only

Domestic & International Outbound

Voice Preference:

Female

Male

Customer Provided Messages

Artwork Due Date: _____

Deliver Artwork To OR

Receive AT&T Artwork From:

Susan Ramos
 Dugan Valva Contess
 10 Park Avenue
 Morristown, NJ 07960
 phone: 201-539-8880 x377
 fax: 201-983-2320

AT&T Project Implementation Contact:

Cathy Tomassetti
 AT&T
 295 North Maple Avenue
 Room 5328A2
 Basking Ridge, NJ 07920
 Phone: 908-221-4533
 Fax: 908-221-3040

2041962350

If Card Production Needed, Please check all that apply: <input checked="" type="checkbox"/>	
Artwork	Special Instructions
Approved for Co-Logo	<input type="checkbox"/>
All Artwork provided to Printer	<input checked="" type="checkbox"/>
Partial Artwork provided to Agency	<input type="checkbox"/>
Logo only provided to Agency	<input type="checkbox"/>
Production	
Loose Cards	<input checked="" type="checkbox"/>
Loose Cards on a paper carrier	<input type="checkbox"/>
Cards on a carrier in a plain envelope	<input type="checkbox"/>
Cards on a carrier in a window envelope	<input type="checkbox"/>

Cells wrapped, individually, with customer provided insert.

Special Instructions & Provisions

All promotional cards must include the phrase "NOT FOR RESALE." on the back card panel.
"Parliament Party"
This application is one of four "Parliamentary Zone" executions, and these four applications should be provisioned using a distinct, shared "generic" 800 access number, for which no AT&T branding should appear on the network (such as the introductory AT&T "bong tone") or the physical card. Please assign this 800 access number as soon as possible to expedite the card printing process and share this assignment with the client (Caroline Petty) or Tom Alesio. Thank you.

Billing Information

Name: Caroline Petty (SAME AS ABOVE)

Address: _____

Method of Payment: (Please Circle)

INVOICE Net 30 days

VISA

MASTERCARD

AMEX

DISCOVER CARD

Account #

Expiration Date:

Approval/Signature

CUSTOMER

Signature: _____

Date: _____

Name (print) Caroline Petty

Title: _____

AT&T MARKETING

Signature: _____

Date: _____

Name (print) Tom Alesio

Title: Market Manager

ANY CHANGES TO THIS AGREEMENT MAY EFFECT PRICE AND SHIPMENT DATE